

# RESULTS REPORT

Meat Thermometer Education  
Media Brokerage Campaign

*USDA, FSIS*

*August 1-15, 2004*

*Grand Rapids, Lansing-East Lansing,  
and Ann Arbor, MI*

Submitted to:  
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# USDA FSIS Meat Thermometer Education Campaign

JDG Communications and MediaVision partnered together with USDA FSIS to complete the Media Brokerage campaign for the USDA FSIS Meat Thermometer Education Campaign – “It is Done Yet” in Michigan from August 1–15, 2004. During the course of this project, JDG and MediaVision coordinated and negotiated media placements in the targeted markets (Grand Rapids, Lansing-East Lansing, and Ann Arbor MI) for the targeted time period (August 1–15, 2004). This report outlines the placement and added value results from that campaign.

## Newspaper Advertising

*Placement Analysis:* All newspapers ran as purchased – Goal Achieved

### Lansing State Journal

<i>Date</i>	<i>Section/Message</i>	<i>Placement/Creative</i>
08/04/04 . . . . .	Food/General . . . . .	Section D, Page 4/General
08/08/04 . . . . .	Main/Event . . . . .	Section A, Page 2/Event
08/11/04 . . . . .	Food/Event . . . . .	Section B, Page 4/Event
08/13/04 . . . . .	Style/Event . . . . .	Section D, Page 7/Event
08/14/04 . . . . .	Sports/Event . . . . .	Section C, Page 3/Event

### Grand Rapids Press

<i>Date</i>	<i>Section/Message</i>	<i>Placement/Creative</i>
08/01/04 . . . . .	Style/Event . . . . .	Section B, Page 11/Event
08/02/04 . . . . .	Main/Event . . . . .	Section A, Page 5/Event
08/04/04 . . . . .	Food/Event . . . . .	Section E, Page 5/Event
08/08/04 . . . . .	Sports/General . . . . .	Section D, Page 5/General
08/11/04 . . . . .	Food/General . . . . .	Section C, Page 5/General

### Ann Arbor News

<i>Date</i>	<i>Section/Message</i>	<i>Placement/Creative</i>
08/04/04 . . . . .	Food/Event . . . . .	Section B, Page 7/Event
08/06/04 . . . . .	Main/Event . . . . .	Section B, Page 5/Event
08/08/04 . . . . .	Style/Event . . . . .	Section B, Page 4/Event
08/10/04 . . . . .	Sports/Event . . . . .	Section D, Page 5/Event
08/11/04 . . . . .	Food/General . . . . .	Section E, Page 8/General

*NOTE: See final hard copy original of this document for Newspaper Tearsheets from these placements*

# Internet Advertising

*Placement Analysis:* Impressions served as purchased. Click throughs to site lower than industry standards but purchase was made to deliver impressions and essential information (use the meat thermometer) was right on banner creative. Therefore, all goals were met.

<i>Site</i>	<i>Impressions Purchased</i>	<i>Impressions Achieved</i>	<i>Index</i>	<i>Click Thrus</i>	<i>%</i>
FREEP.COM	367,857	358,903	98	186	0.5%
M-Live	400,000	411,850	103	217	0.5%
LSJ.com	255,000	255,559	100	52	0.2%
<i>Total</i>	<i>1,022,857</i>	<i>1,026,312</i>	<i>100</i>	<i>455</i>	<i>0.44%</i>

# Radio Advertising (:60 Spots)

*Placement Analysis:* Radio spots ran as purchased, delivering within 2% of goals.

## Lansing

<i>Station</i>	<i>Format</i>	<i># of Spots</i>	<i>GRPS</i>	<i>Reach</i>	<i>Freq</i>	<i>Impressions</i>
WKAR FM . . .	NPR . . . . .	12 . . . . .				
WFMK FM . . .	AC . . . . .	43 . . . . .				
WHZZ FM . . .	Hot AC . . . . .	40 . . . . .				
WJXQ FM . . .	Rock . . . . .	41 . . . . .				
WMMQ FM . . .	Classic Rock . . .	47 . . . . .				
<i>Total Actual</i> . . . . .		183 . . . . .	247.2 . . . . .	50.0% . . . . .	4.9x . . . . .	380,000
<i>Purchased</i> . . . . .		183 . . . . .	254.7 . . . . .	49.9% . . . . .	5.1x . . . . .	392,000
<i>Index</i>		97	100	96	97	

## Grand Rapids

<i>Station</i>	<i>Format</i>	<i># of Spots</i>	<i>GRPS</i>	<i>Reach</i>	<i>Freq</i>	<i>Impressions</i>
WBBL AM . . .	Sports Talk . . .	97 . . . . .				
WLAV FM . . .	Classic Rock . . .	86 . . . . .				
WHLT FM . . .	AC . . . . .	76 . . . . .				
WBFX FM . . .	Classic Rock . . .	63 . . . . .				
WOOD AM . . .	News . . . . .	21 . . . . .				
WOOD FM . . .	AC . . . . .	22 . . . . .				
WTKG AM . . .	News-Talk . . .	21 . . . . .				
<i>Total Actual</i> . . . . .		386 . . . . .	282.3 . . . . .	48.7% . . . . .	5.8x . . . . .	825,000
<i>Purchased</i> . . . . .		386 . . . . .	275.6 . . . . .	49.2% . . . . .	5.6X . . . . .	835,000
<i>Index</i>		102	99	104	99	

## Ann Arbor

<i>Station</i>	<i>Format</i>	<i># of Spots</i>	<i>GRPS</i>	<i>Reach</i>	<i>Freq</i>	<i>Impressions</i>
WQKL FM . . .	AC . . . . .	180 . . . . .				
WWW FM . . .	Country . . . . .	154 . . . . .				
WTKA AM . . .	Sports Talk . . .	121 . . . . .				
WUOM FM . . .	NPR . . . . .	23 . . . . .				
<i>Total Actual</i> . . . . .		478 . . . . .	252.3 . . . . .	22.3% . . . . .	10.9x . . . . .	315,000
<i>Purchased</i> . . . . .		464 . . . . .	250.0 . . . . .	22.4% . . . . .	11.2x . . . . .	320,000
<i>Index</i>		101	100	97	98	

# Radio Added Value

## Grand Rapids, MI

### USDA Mobile in market August 1–5

#### ***WBBL-AM . 1340 AM . Sports & Talk***

##### *Literature Distribution*

Station distributed USDA Meat Thermometer Campaign literature at station events during the August 1–15 window.

#### ***WBFX-FM . 101.3 FM . Classic Rock***

##### *Grill the DJ*

Station hosted the Grill the DJ team on August 4 in midday show (10a–2p) with host Mark Feurie. 35 on-air promotions aired prior to the event. Station received 400 entries for the George Foreman Grill give away.

##### *Literature Distribution*

Station distributed USDA Meat Thermometer Campaign literature at 4 station events during the August 1–15 window.

##### *Personality Appearance*

Station made a personality appearance at the Spartan/Family Fair store on August 5 from 11a–1p. USDA received promotional spots prior to event.

#### ***WLAV-FM .96.9 FM . Classic Rock***

##### *Literature Distribution*

Station distributed USDA Meat Thermometer Campaign literature at station events during the August 1–15 window.

##### *Grill the DJ*

Station hosted Grill the DJ team with an on-air interview and give aways of USDA Meat Thermometer Campaign promotional items. [refer to audio file: 0408\_WLAV.mp3]

#### ***WLHT-FM. 95.7 FM . Adult Contemporary***

##### *Literature Distribution*

Station distributed USDA Meat Thermometer Campaign literature at station events during the August 1–15 window.

### *Remote Broadcast*

Station did remote broadcast at the Public Museum on August 2 from 11a–1p with Kim Carson, the midday personality. We received 20, :20–:30 promotional mentions prior to the event.

### *Interview of Under Secretary Dr. Elsa Murano*

Station conducted public affairs interview on Monday, August 2 from 1p–3p for airing at a later date (TBD). [refer to audio file: 040802\_WLHT.mp3]

### ***WOOD-AM . 1300 AM. News/Talk***

#### *Literature Distribution*

Station distributed USDA Meat Thermometer Campaign literature at station events during the August 1–15 window.

### ***WOOD-FM . 105.7 FM . Star (70s/80s)***

#### *Promotional Event Support*

Station hosted a 2-hour personality appearance with 4 call-ins at the Lowes store on August 4 from 12n–2p. This appearance included 20 :10 pre-event promotional mentions.

#### *Literature Distribution*

Station distributed USDA Meat Thermometer Campaign literature at station events during the August 1–15 window.

### **Ann Arbor, MI**

#### **USDA Mobile in market August 6–10**

### ***WQKL-FM . 107.1 FM . Adult Contemporary***

#### *Promotional Event Support*

Station hosted a 2-hour personality appearance (11a–1p with 4 call-ins) at the Ann Arbor Kroger appearance on August 8. Pre-event support included 20 live mentions.

#### *Grill the DJ*

Station hosted Grill the DJ team on August 9.

#### *Literature Distribution*

Station distributed USDA Meat Thermometer Campaign literature at station events during the August 1–15 window. Events included Jackson County Fair.

### *Interview Opportunity*

Station interviewed Dr. Barbara Masters on August 9 for use in public affairs programs at a later date.

### ***WTKA AM . 1050 AM . Sports Talk***

#### *Grill the DJ*

Station hosted Grill the DJ team on August 9.

### *Literature Distribution*

Station distributed USDA Meat Thermometer Campaign literature at station events during the August 1-15 window.

### ***WWW-FM . 102.9 FM . Country***

#### *Literature Distribution*

Station distributed USDA Meat Thermometer Campaign literature at station events during the August 1-15 window.

### *Personality Appearance*

Station had a personality appearance at the Children's Hands-On Museum on August 9 from 12n-2pm. Talent was Morning Drive Personality, Bubba.

## **Lansing, MI**

### **USDA Mobile in market August 11-15**

### ***WFMK-FM . 99.1 FM . Adult Contemporary***

#### *Grill The DJ*

Station hosted USDA representatives on-air on August 11 during morning drive show with Mark Bashore.

### *Station Give Aways*

Station gives away BBQ grills all summer long. They included USDA Meat Thermometers and other items in the August give aways during August.

### *Web Banners*

Station put USDA Meat Thermometer banner on their website for the month of August.

### *Interview*

WFMK interviewed Dr. Murano for airing on all stations in group (WFMK, WITL, WJIM AM-FM, WMMQ, WVFN) [refer to audio file on tape and photos below]



### *Promotional Event Support*

Station had a personality appearance in the 4-5 pm hour (with 2 cuts-ins) at the Eastwood Towne Center on August 11. Personality was Danny Stewart, a 20-year veteran who owns a home and has two kids (a Boomberg himself). Appearance was promoted during Grill the DJ appearance earlier that same day. [refer to audio file: 040811\_WFMK.mp3 and photos below]



### **WMMQ . 94.9 FM . Classic Rock**

#### *Literature Distribution*

Station distributed USDA Meat Thermometer Campaign literature at station events during the August 1-15 window.

#### *Promotional Event Support*

Station hosted a personality appearance (with 2 cuts-ins during the 1 hour appearance) at the Meridian Kroger on August 12. Personality was Keith Pellegrini, a member of the morning team (also a Boomberg with a new child).

#### *Web Banners*

Station put USDA Meat Thermometer banner on their website for the month of August.



***WHZZ-FM . 101.7 FM . Hot AC***

*Literature Distribution*

Station distributed USDA Meat Thermometer Campaign literature at station events during the August 1–15 window.

***WJXQ-FM . 106 FM . Rock***

*Literature Distribution*

Station distributed USDA Meat Thermometer Campaign literature at station events during the August 1–15 window.

## Appendix: Newspaper Tearsheets

Hard copies of all Newspaper Tearsheets, as outlined on page 2, have been provided with the final original hard copy of this report to USDA. Electronic versions are not available.